

# Request for development of promotional material

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Because brochures, printed materials and promotional or marketing campaigns represent a significant investment of man-hours and money, the University has specific criteria for any proposed communication materials. To request printed pieces or other communication material, please demonstrate that all criteria have been met by completing the form below and obtaining the appropriate signature.

## 1. Need for the publication must be demonstrated.

Target audience/s for this publication has been identified. It is intended for the following individuals or groups:

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There is a clearly defined purpose for this publication. It is to ...

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## 2. Distribution channels must be identified.

This publication will be distributed (in what way/s and by whom)...

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## 3. Quantity must be determined.

I need \_\_\_\_\_ (quantity) copies of the publication to last \_\_\_\_\_ (what period of time)  
and/or to have adequate copies for \_\_\_\_\_ (what event/s or purpose).

**4. Funding must be available.**

A specific source of funding has been identified for expenses associated with the production and distribution of the requested materials. The amount set aside or available is \_\_\_\_\_ to fund the following:

\_\_\_\_ printing  
\_\_\_\_ mailing  
\_\_\_\_ other (specify) \_\_\_\_\_

**5. The necessary approvals must be granted.**

Approval for developing and printing of the publication has been given by the appropriate dean, vice president or the president (list name of administrator below)

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Approval for promoting the program, event, etc. has been approved by the appropriate dean, vice president or the president (list name of administrator below)

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**6. Departments making the request must be prepared for a positive response to the publication.**

The department or entity requesting the publication has the infrastructure to handle growth that may result from the material. That infrastructure is demonstrated by the existence of the following (faculty, staff, classrooms, etc.)

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\_\_\_\_\_

Signed: \_\_\_\_\_  
(Department Chair)

Date: \_\_\_\_\_

Signed: \_\_\_\_\_  
(Dean)

Date: \_\_\_\_\_

Signed: \_\_\_\_\_  
(VP)

Date: \_\_\_\_\_

Signed: \_\_\_\_\_  
(President)

Date: \_\_\_\_\_